

UNIVERSITY OF SARGODHA

Assignment of Entrepreneurship

Submitted by:

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Submitted to:

Mr. Badar

Identified Issue:

David notices a problem with plastic pollution in oceans and waterways, mostly from single-use plastic bottles.

Proposed Solution:

He introduces the "EcoHydrate Bottle," a water bottle made from plant-based materials that break down naturally and can be used in compost.

Background and Resources:

David studied environmental science and researched sustainable materials and production methods. He teamed up with a bioengineering company to create the EcoHydrate Bottle and got patents for his technology.

First mover Advantage:

Although there are other eco-friendly bottles out there, the EcoHydrate Bottle stands out for being both biodegradable and compostable. People like that David cares about the environment.

Value created:

The EcoHydrate Bottle offers a green option to regular plastic bottles, reducing waste and helping the environment.

Financial Numbers:

David's company made \$200,000 in sales last year, with a profit of 30%. He wants \$300,000 for a 25% stake to expand marketing and production.

Further Suggestions:

The investors like David's idea but worry about costs and growth. They suggest teaming up with beverage companies or stores to reach more people and cut costs. In the end, Kevin O'Leary offers \$300,000 for a 30% stake, promising to help David expand his business smartly.